

1999-05-20

Failing to Make That Connection: An Analysis of the Web Reservation Facility in the Top 50 International Hotel Chains


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10

Failing to Make the Connection!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration



contact us

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Dublin.

Patrick.Horan@dit.ie

Hospitality Information Technology Association

Edinburgh

23rd May 1999

Introduction!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

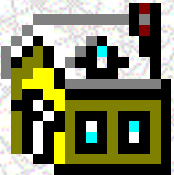
Reservation

Additional Services

Rate Comparison

Demonstration

contact us



HOTELS CORPORATE 300 RANKING

Rank	Hotel	Rooms	Score	Rank	Hotel	Rooms	Score
1	Conrad Hotel	500-599	8.98	26	Conrad Hotel	500-599	8.98
2	Conrad Hotel	500-599	8.98	27	Conrad Hotel	500-599	8.98
3	Conrad Hotel	500-599	8.98	28	Conrad Hotel	500-599	8.98
4	Conrad Hotel	500-599	8.98	29	Conrad Hotel	500-599	8.98
5	Conrad Hotel	500-599	8.98	30	Conrad Hotel	500-599	8.98
6	Conrad Hotel	500-599	8.98	31	Conrad Hotel	500-599	8.98
7	Conrad Hotel	500-599	8.98	32	Conrad Hotel	500-599	8.98
8	Conrad Hotel	500-599	8.98	33	Conrad Hotel	500-599	8.98
9	Conrad Hotel	500-599	8.98	34	Conrad Hotel	500-599	8.98
10	Conrad Hotel	500-599	8.98	35	Conrad Hotel	500-599	8.98
11	Conrad Hotel	500-599	8.98	36	Conrad Hotel	500-599	8.98
12	Conrad Hotel	500-599	8.98	37	Conrad Hotel	500-599	8.98
13	Conrad Hotel	500-599	8.98	38	Conrad Hotel	500-599	8.98
14	Conrad Hotel	500-599	8.98	39	Conrad Hotel	500-599	8.98
15	Conrad Hotel	500-599	8.98	40	Conrad Hotel	500-599	8.98
16	Conrad Hotel	500-599	8.98	41	Conrad Hotel	500-599	8.98
17	Conrad Hotel	500-599	8.98	42	Conrad Hotel	500-599	8.98
18	Conrad Hotel	500-599	8.98	43	Conrad Hotel	500-599	8.98
19	Conrad Hotel	500-599	8.98	44	Conrad Hotel	500-599	8.98
20	Conrad Hotel	500-599	8.98	45	Conrad Hotel	500-599	8.98
21	Conrad Hotel	500-599	8.98	46	Conrad Hotel	500-599	8.98
22	Conrad Hotel	500-599	8.98	47	Conrad Hotel	500-599	8.98
23	Conrad Hotel	500-599	8.98	48	Conrad Hotel	500-599	8.98
24	Conrad Hotel	500-599	8.98	49	Conrad Hotel	500-599	8.98
25	Conrad Hotel	500-599	8.98	50	Conrad Hotel	500-599	8.98

What is the Internet!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

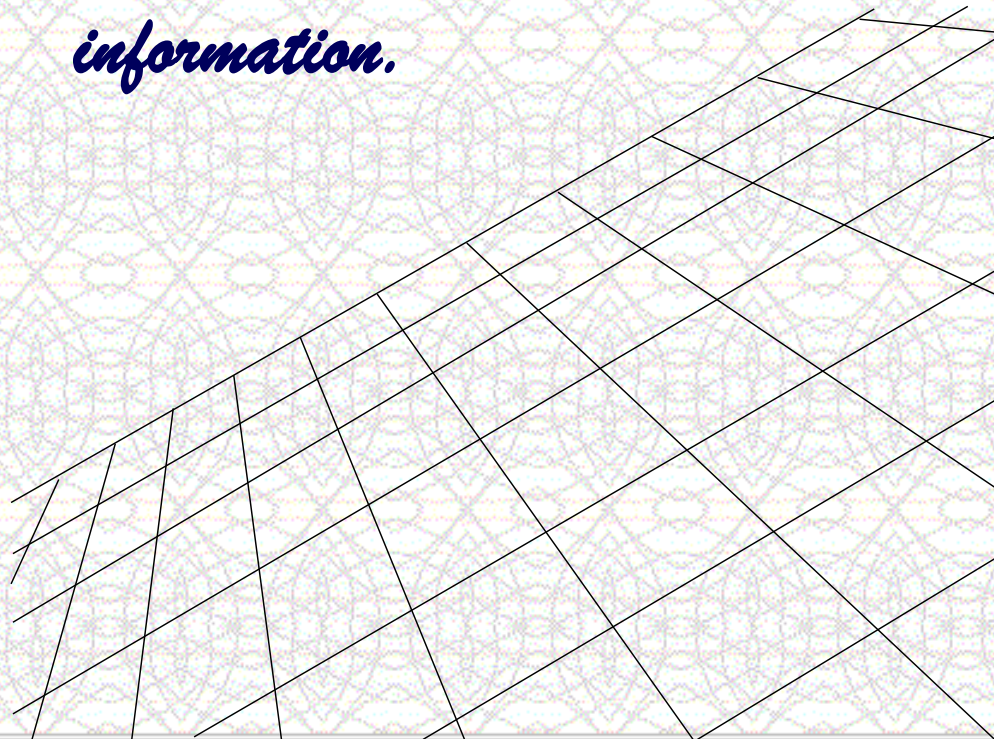
Additional Services

Rate Comparison

Demonstration

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The Internet is a network of networks, connected by wires and wireless communication in order to share information.



Internet Services!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

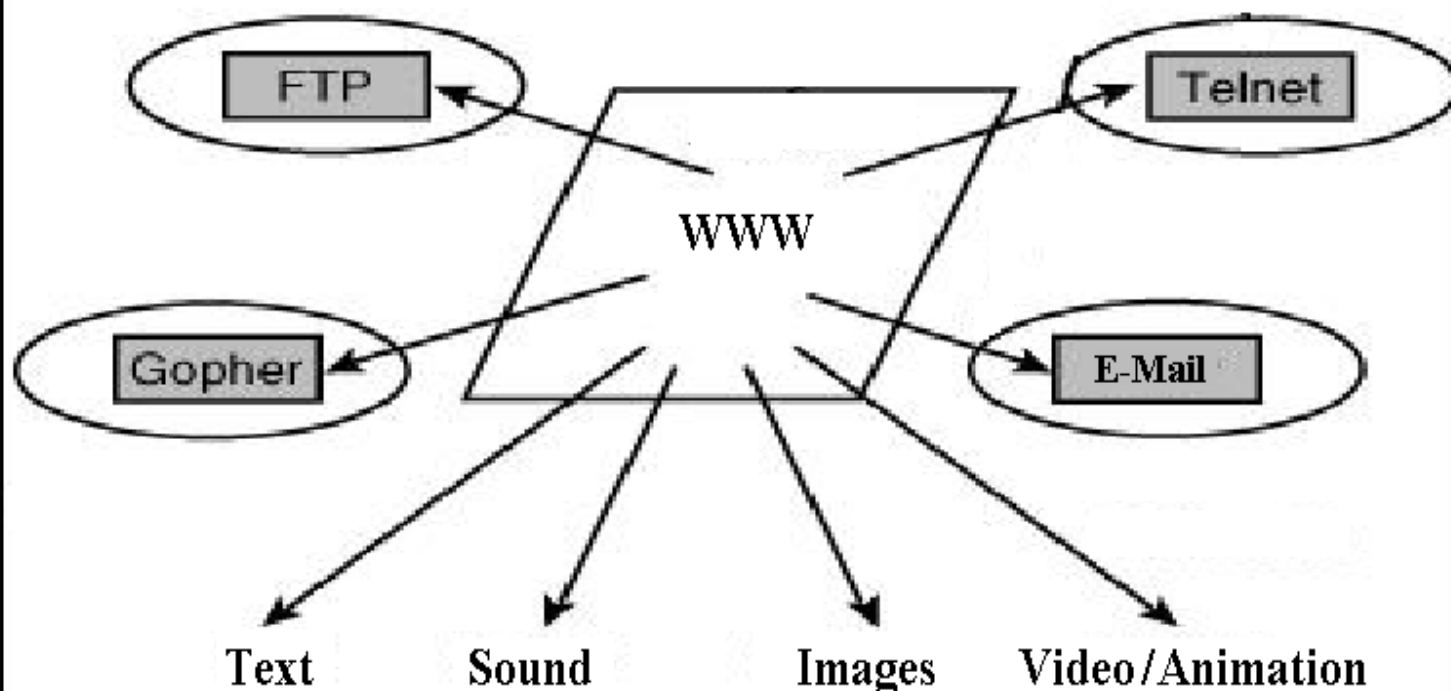
Additional Services

Rate Comparison

Demonstration

 **contact us**

Internet Communication



Web Usage!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

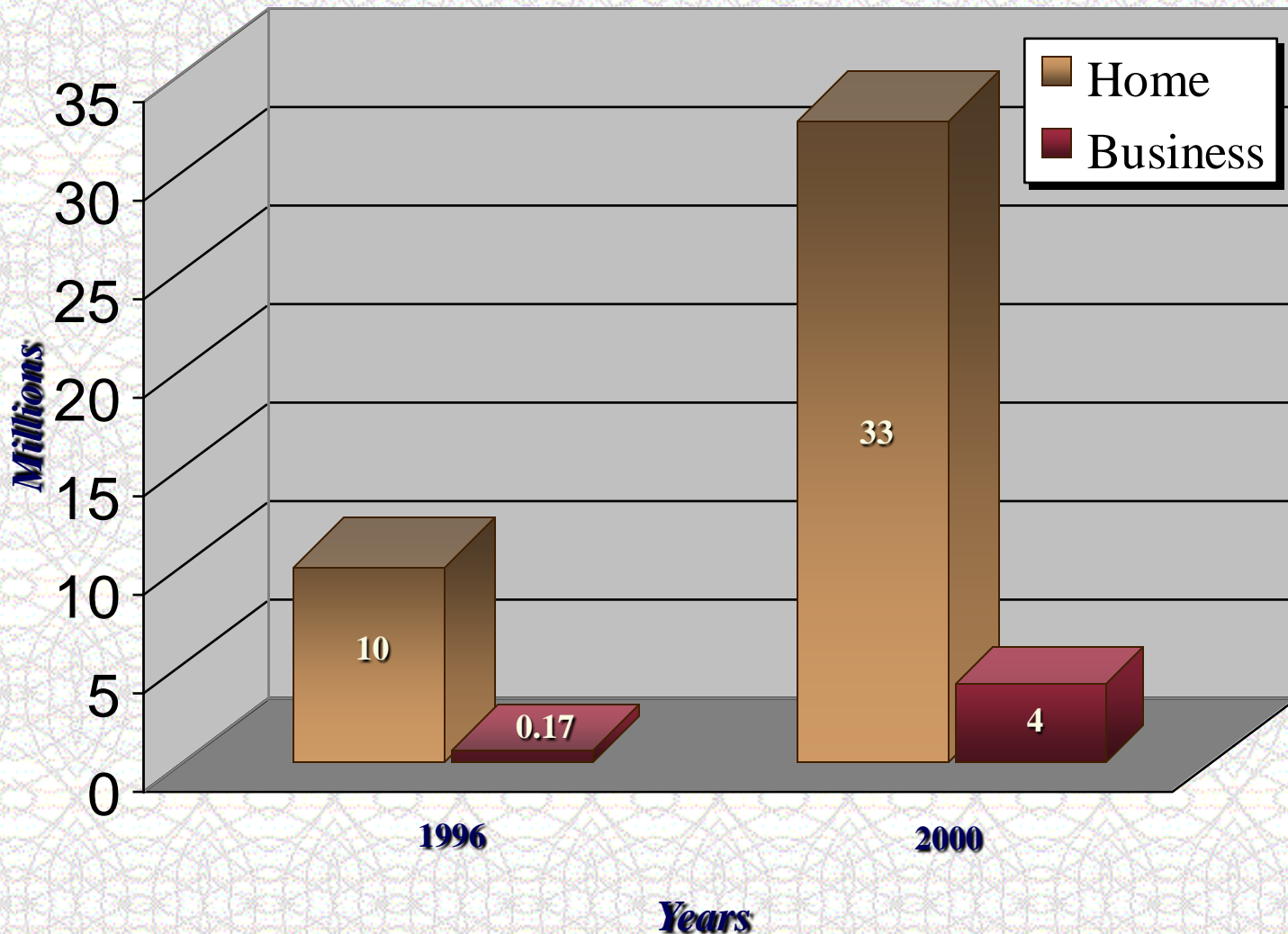
Reservation

Additional Services

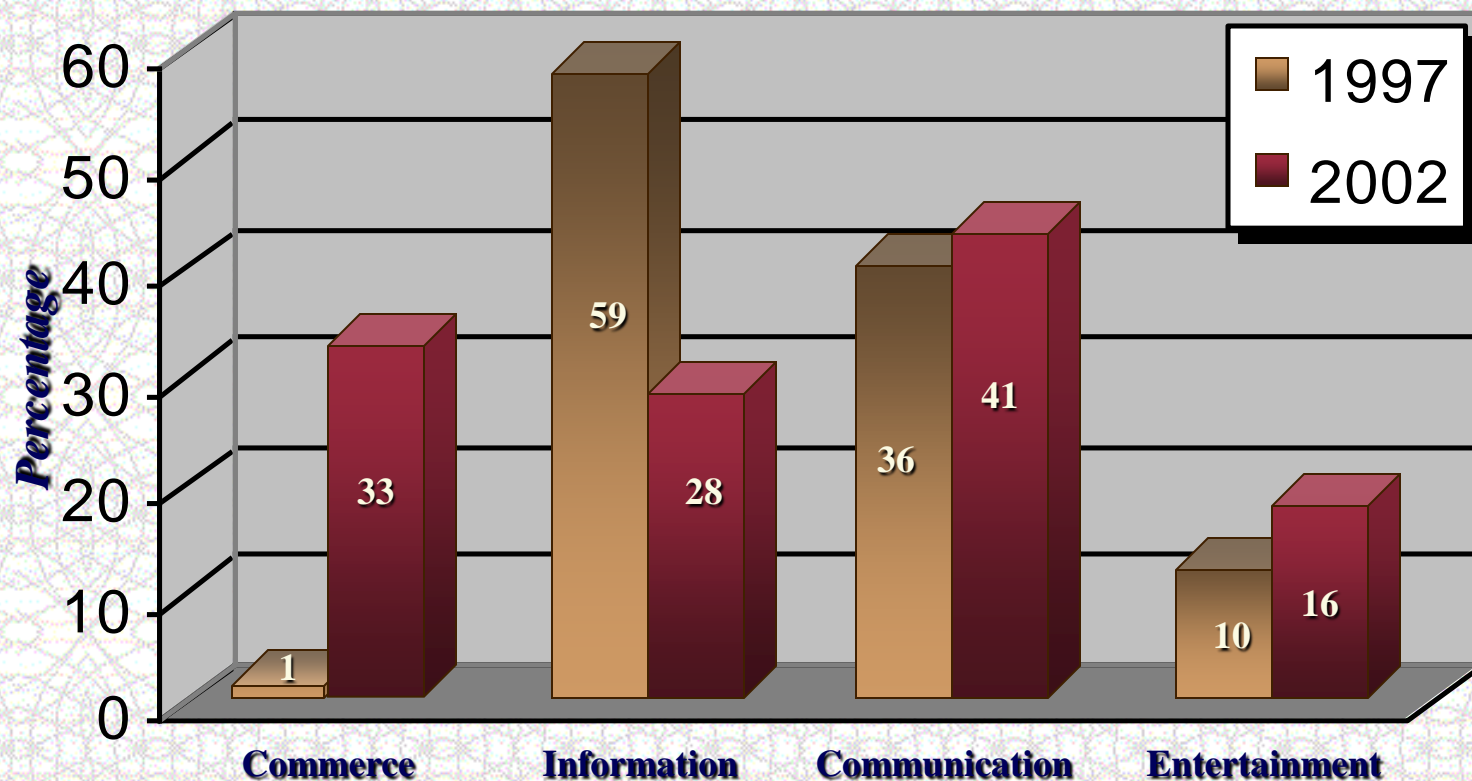
Rate Comparison

Demonstration

 **contact us**



Use in the Future!



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Electronic Commerce

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

Electronic Commerce is the buying and selling of goods and services or the transfer of money over the Internet or an Intranet.

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The diagram illustrates the Electronic Commerce process flow as a circular loop. The stages are represented by icons and labels around a central area:

- Electronic Commerce**: Represented by a stack of documents at the top.
- Web Site**: Represented by a document icon with a red cube and a scanner at the top right.
- Financial Institute**: Represented by a document icon with a stack of coins at the bottom right.
- Distribution**: Represented by a document icon with a printer at the bottom left.
- Customer**: Represented by a document icon with a scanner at the top left.

The flow is indicated by the arrangement of the documents, which form a continuous loop connecting these stages.

Demonstration

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The Growth of E-Commerce

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

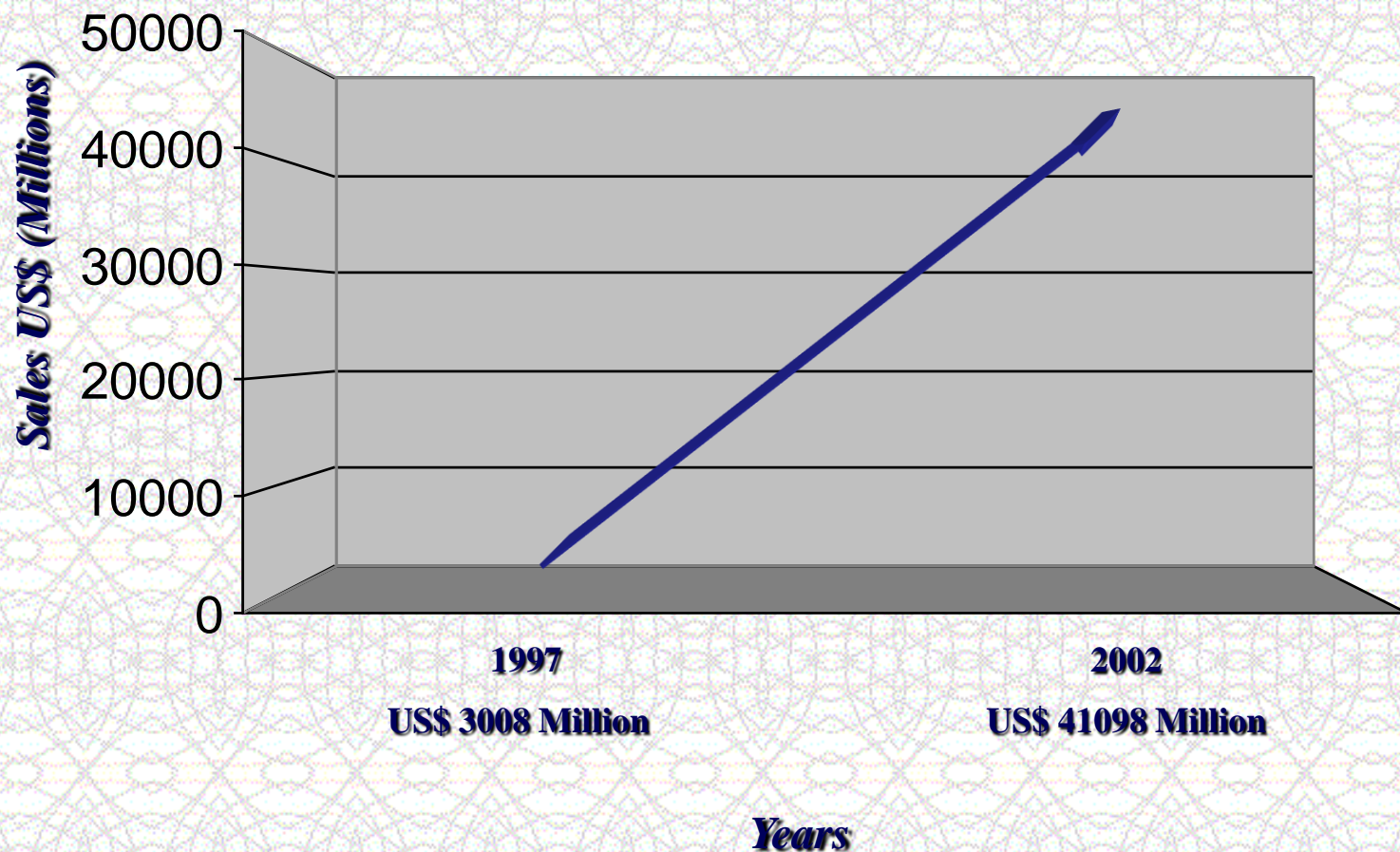
Additional Services

Rate Comparison

Demonstration



contact us



On-Line Sales

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

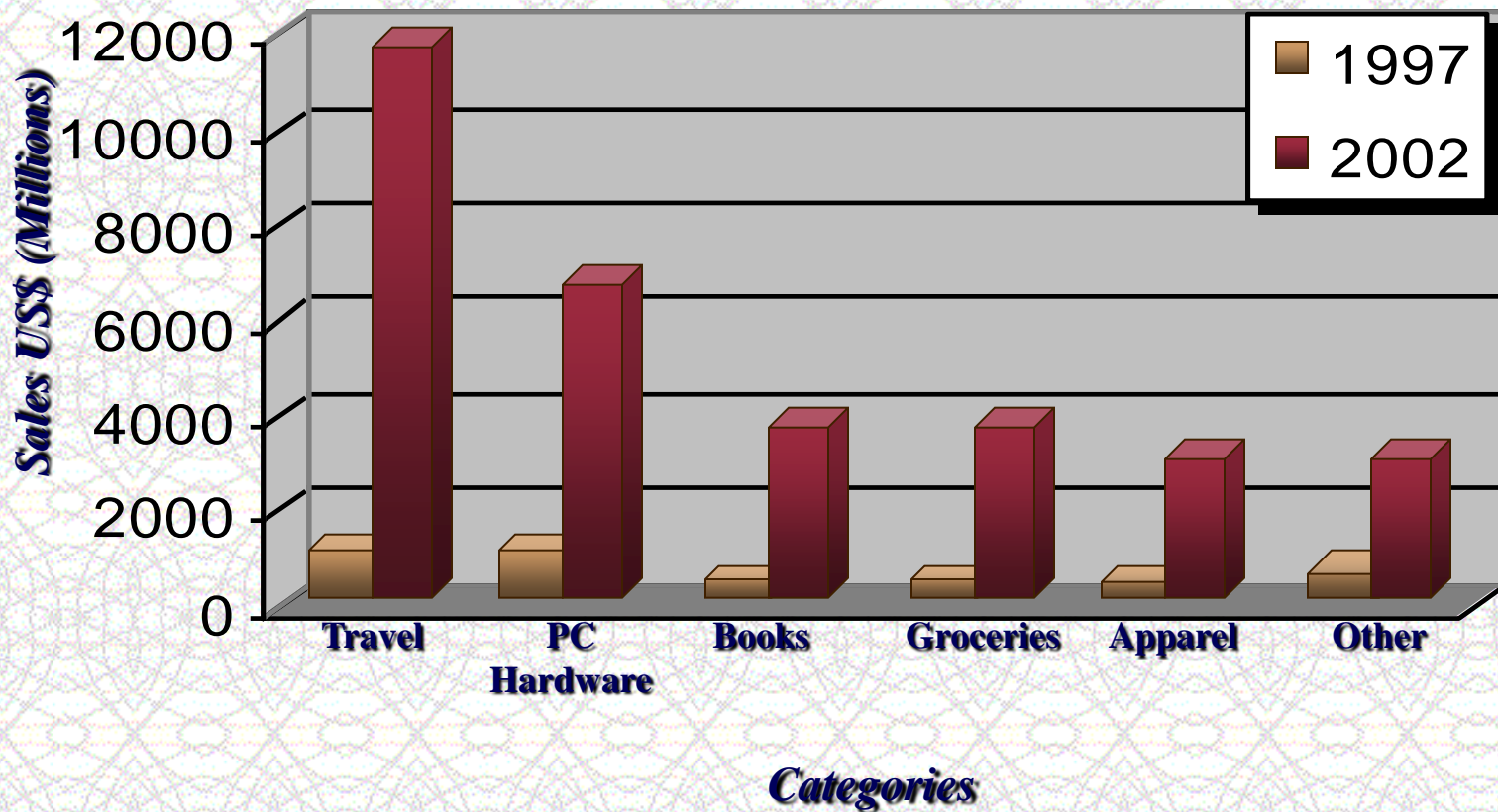
Reservation

Additional Services

Rate Comparison

Demonstration

[contact us](#)



The Tourism Product

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration



- ☆ *Intangible (Soft Good).*
- 🕒 *Fixed Geographically.*
- 🕒 *Heterogeneous.*
- 🕒 *Interdependence.*

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Information Intensive!

Typical Web Demographics

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

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Primarily US based



Educated



69% male



Aged between 22 and 40



65% hold skilled jobs



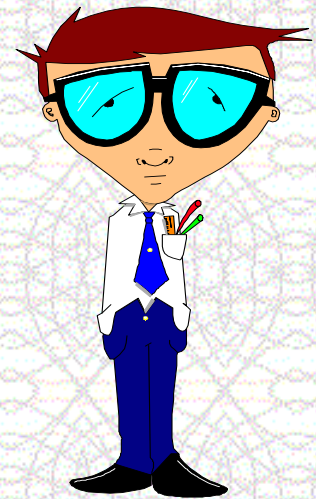
Primarily English speaking



Salary between US\$60,000 and US\$80,000



48% on Internet more than one year



Methodology

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

 [contact us](#)

HOTELS' CORPORATE 300 RANKING

Rank 1997	Company Headquarters	Rooms 1997	Hotels 1997	Rank 1997	Company Headquarters	Rooms 1997	Hotels 1997
1	Cendant Corp. Parsippany, NJ USA	499,056	5,566	26	Circus Circus Las Vegas, NV USA	22,352	15
2	Bass Hotels & Resorts Atlanta, GA USA	465,643	2,621	27	Extended Stay America Fort Lauderdale, FL USA	22,267	213
3	Best Western International Phoenix, AZ USA	300,000	3,800	28	Walt Disney Co. Burbank, CA USA	21,694	19
4	Choice Hotels International Silver Spring, MD USA	292,289	3,474	29	Prime Hospitality Corp. Fairfield, NJ USA	19,513	140
5	Marriott International Washington, D.C. USA	289,357	1,477	30	Fujita Kanko Inc. Tokyo, Japan	19,106	82
6	Accor Evry, France	288,269	2,577	31	Nikko Hotels International Tokyo, Japan	18,744	50
7	Starwood Hotels & Resorts/Starwood Hotels & Resorts Worldwide Inc. Phoenix, AZ USA	213,238	653	32	Park Plaza Int'l Hotels & Resorts Scottsdale, AZ USA	18,472	138
8	Promus Hotel Corporation Memphis, TN USA	178,802	1,119	33	Riu Hotels Group Playa de Palma Mallorca, Spain	18,100	68
9	Hilton Hotels Corp. Beverly Hills, CA USA	101,891	255	34			
10	Carlson Hospitality Worldwide Minneapolis, MN USA	98,404	482	35	Shangri-La Hotels & Resorts Hong Kong	17,852	35
11	Hyatt Hotels/Hyatt International Chicago, IL USA	80,311	179	36	Marcus Hotels & Resorts Milwaukee, WI USA	17,586	156
12	Patriot American Hosp. Inc./ Wyndham International Inc. Dallas, TX USA	57,220	241	37	Hotels & Compagnie Les Ulis Cedex, France	17,340	335
13				38	Scandic Hotels AB Stockholm, Sweden	17,000	122
14	Sol Melia Palma de Mallorca, Spain	52,359	224	39			
15	Forte Hotels London, England	47,814	260	40	CDL Hotels Singapore	16,695	66
16				41			
17	Club Méditerranée SA Paris, France	38,077	134	42	Omni Hotels Irving, TX USA	16,094	44
18	Société du Louvre Paris, France	37,732	591	43			
19				44	ANA Hotels Tokyo, Japan	14,673	40
20	La Quinta Inns San Antonio, TX USA	34,772	271	45			
21	Red Roof Inns Millers, OH USA	29,661	259	46	Husa Hotels Group Barcelona, Spain	13,854	167
22	Bristol Hotels & Resorts Dallas, TX USA	28,800	101	47			
23	Prince Hotels Inc. Tokyo, Japan	26,304	80	48			
24				49			
25	CapStar Hotel Company Washington, D.C. USA	24,297	120	50	Outrigger Lodging Services, Encino, CA USA Outrigger Hotels & Resorts, Honolulu, HI USA	13,364	56

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Web Site Promotion / Search Strategy

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

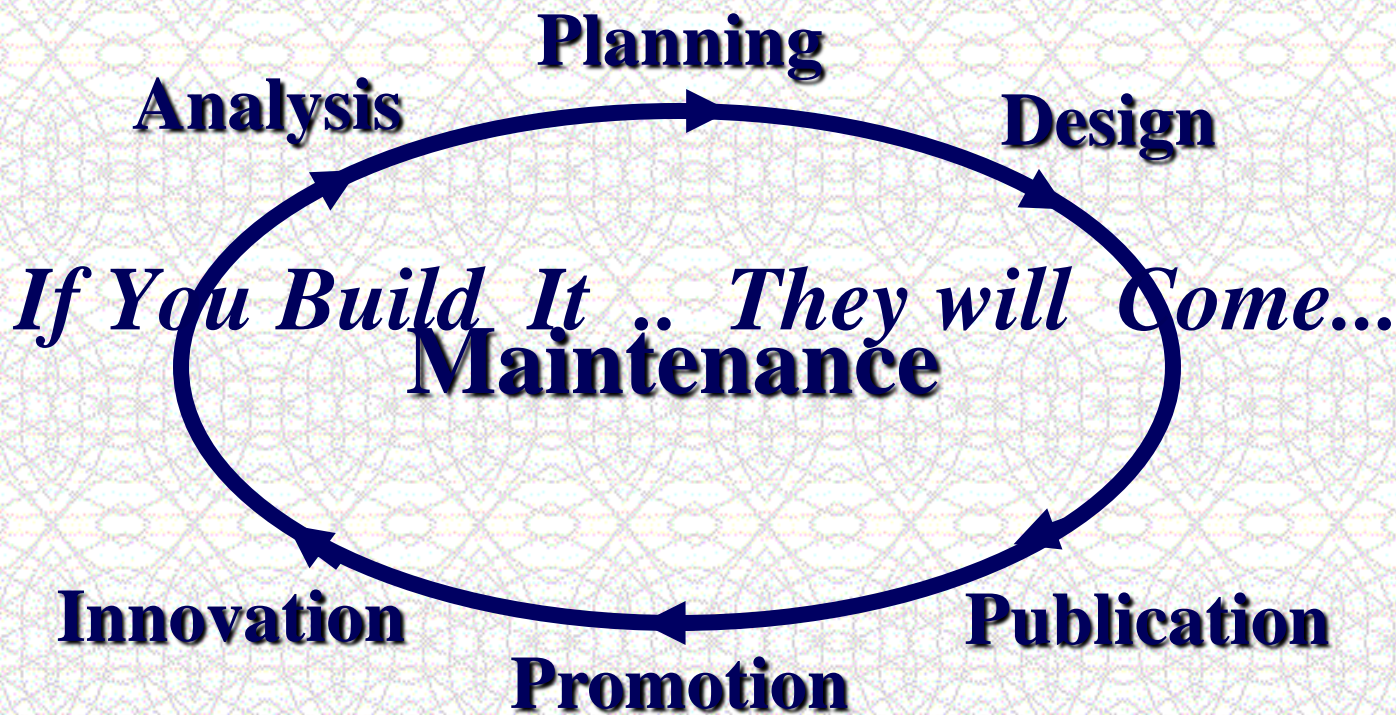
Reservation

Additional Services

Rate Comparison

Demonstration

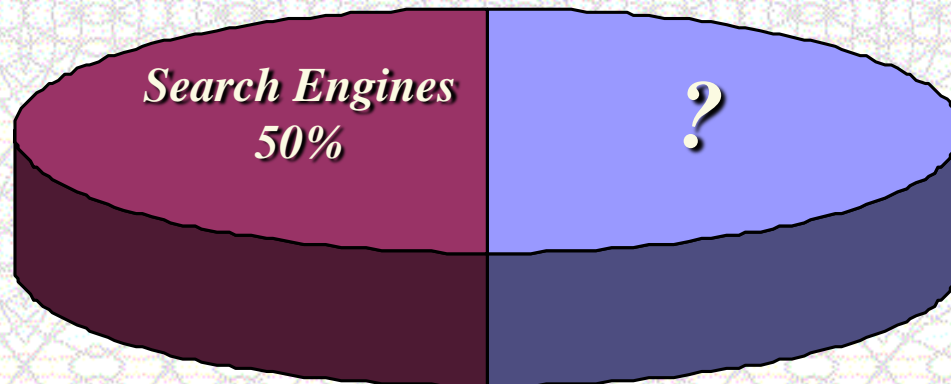
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Web Site Promotion / Search Strategy

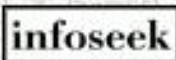
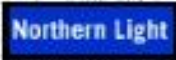
[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#)[contact us](#)

- Sites could not be located for 12% of the sample.
- ??? 50% of on-line buyers use search engines to find the product they want to buy.



Find better graph

Web Site Promotion

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#)[contact us](#) OK OK OK OK OK OK OK OK[The Big
Eight](#)[Search
Engines](#)[Advanced
Searches](#)[Metacrawlers](#)[Statistics](#)

Web Site Promotion

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#)[contact us](#)

Yellowpages.com - Let your mouse do the walking. - Microsoft Internet Explorer

File Edit View Go Favorites Help



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Channels



Fullscreen



Mail



Print



Edit

Links [Best of the Web](#)[Introduction to Databases for the Web](#)[Retrieving Data](#)[Channel Guide](#)[Customize Links](#)[Free HotMail](#)[Inter](#)Address <http://www.yellowpages.com/>

SEARCH

State

City

Bus. Name*

Bus. Type*

Zip Code

Area Code

Categories

State City

Business to Business

Consumer/Retail



Internet zone

Internal Search

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#)[contact us](#)

Hilton Reservations - Microsoft Internet Explorer

File Edit View Go Favorites Help



Address http://www.hilton.com/reservations/reserv.html?hotel=DUBHCCI

Links Best of the Web for WEB USERS Search Engine Guide - Ratings (Yahoo!, Altavista, Infoseek, Excite . . .) user preferences The Band

[Feedback](#)[Check In](#)[Search the Site](#)

Arrival Date	May	13	1999	
Departure Date	May	14	1999	
Rooms	1			
People	1			
Children	0			
Bedding	No Preference			
Smoking	No Preference			
Rate	Standard			

Special Accounts

If you have a special account with Hilton Hotels, please provide your account number below

Corporate Account	<input type="text"/>
HHonors®/Senior	<input type="text"/>
HHonors® Account	<input type="text"/>
Group Code	<input type="text"/>
Travel Agent Account	<input type="text"/>

[Check Availability and Rates](#)

Please Note: HHonors reward certificates can not be booked online. Please call 1-

Internal Search

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

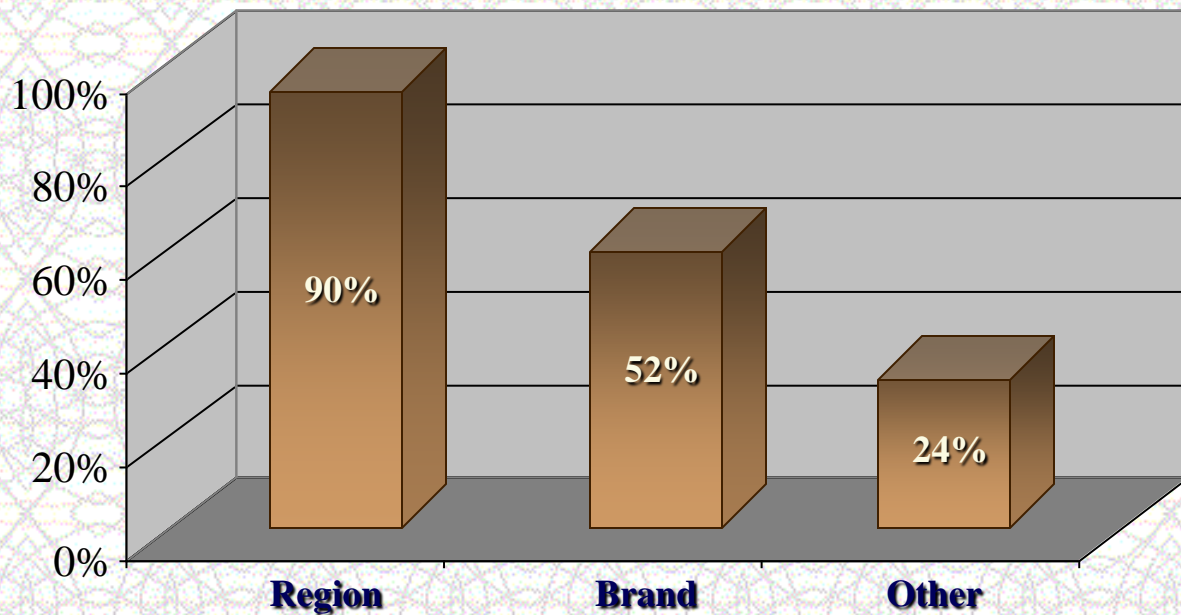
Additional Services

Rate Comparison

Demonstration

 **contact us**

Percentage



Search Facility

Reservation Facilities

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

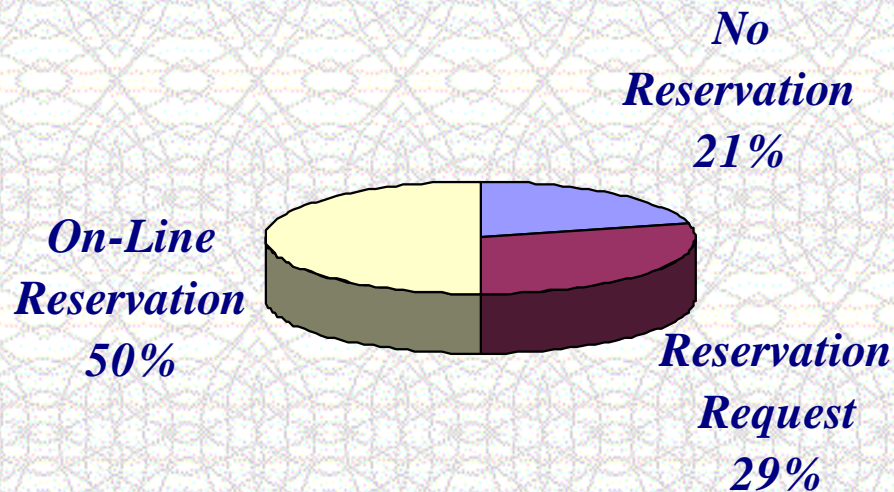
Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**















Do we want this slide here or after the discussion???

Reservation Request Facility

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#) [contact us](#)

Resevation

File Edit View Insert Format Tools Message Help

 Send  Cut  Copy  Paste  Undo  Check  Spelling  Attach  Priority  Sign  Encrypt  Online

From: Patrick.horan@dit.ie (pop.indigo.ie)

To: Tinakilly@indigo.ie

Cc:

Subject: Resevation

Arial 10 B I U A

Hello Patrick,

This is just a brief note to confirm your reservation for the Captain's Suite from the 19th May to the 23rd of May. The rate is as quoted at £225.00. This includes breakfast each morning of our stay. This was confirmed by your Credit Card. Your confirmation number is TKH345. We are looking forward to your arrival on the 19th of May.

If you have any more queries please don't hesitate to contact the staff at Tinikelly House.

Your Sincerely
John McNally.

Front Desk Manager.

On-Line Reservation Facility

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services


Rate Comparison

Demonstration

 [contact us](#)

Acknowledgement - Microsoft Internet Explorer



Address  D:\HITA2\receipt.html



Acknowledgment

Thank you for your order.


Please make a note of the following order number. It may be required to make inquiries later.

Confirmation Number: **PHoran926347848**

The following details have been sent:

Customer Name= Pad Man
Customer Email= PHoran@dit.ie
Phone Number= 123456
Delivery Address= DIT Cathal Brugha St
Payment Method= Credit Card Online
Card= VISA
#Card Number= Given
Expiration Date= 05/99
Card Holder Name= Pad Man
Billing Address= DIT Cathal Brugha St

 Done

 My Computer

Question Time!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

*How Many People Looked at the Apex Hotel
/ Edinburgh over the Web Prior to coming?*

How Many People Booked over the Web?



contact us

From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

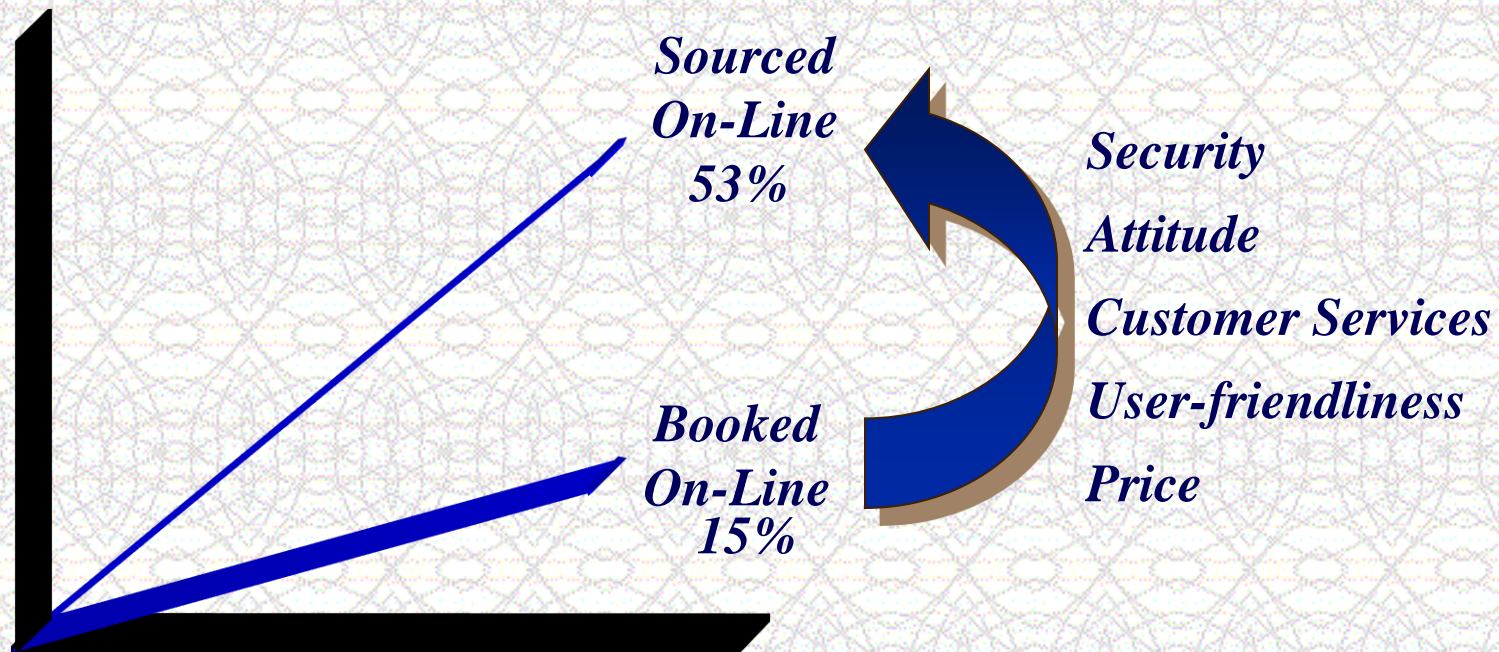
Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**



From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

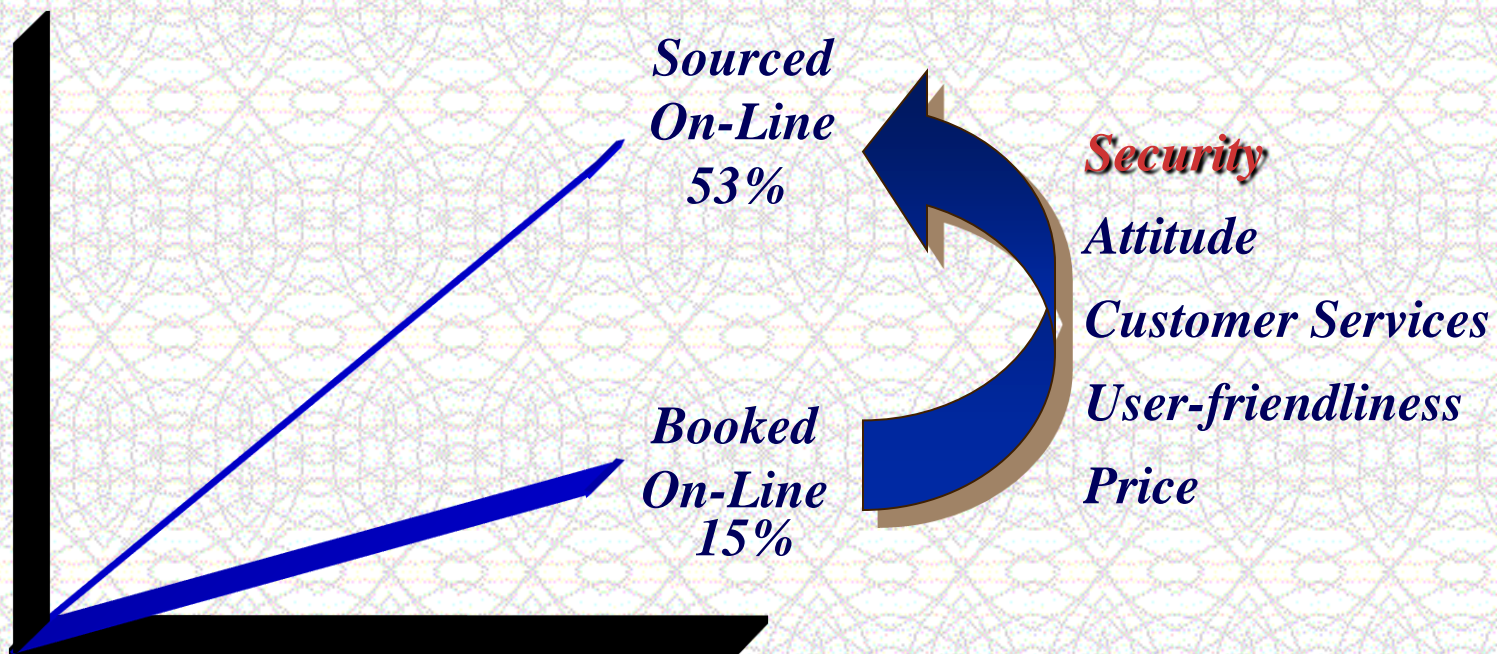
Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**

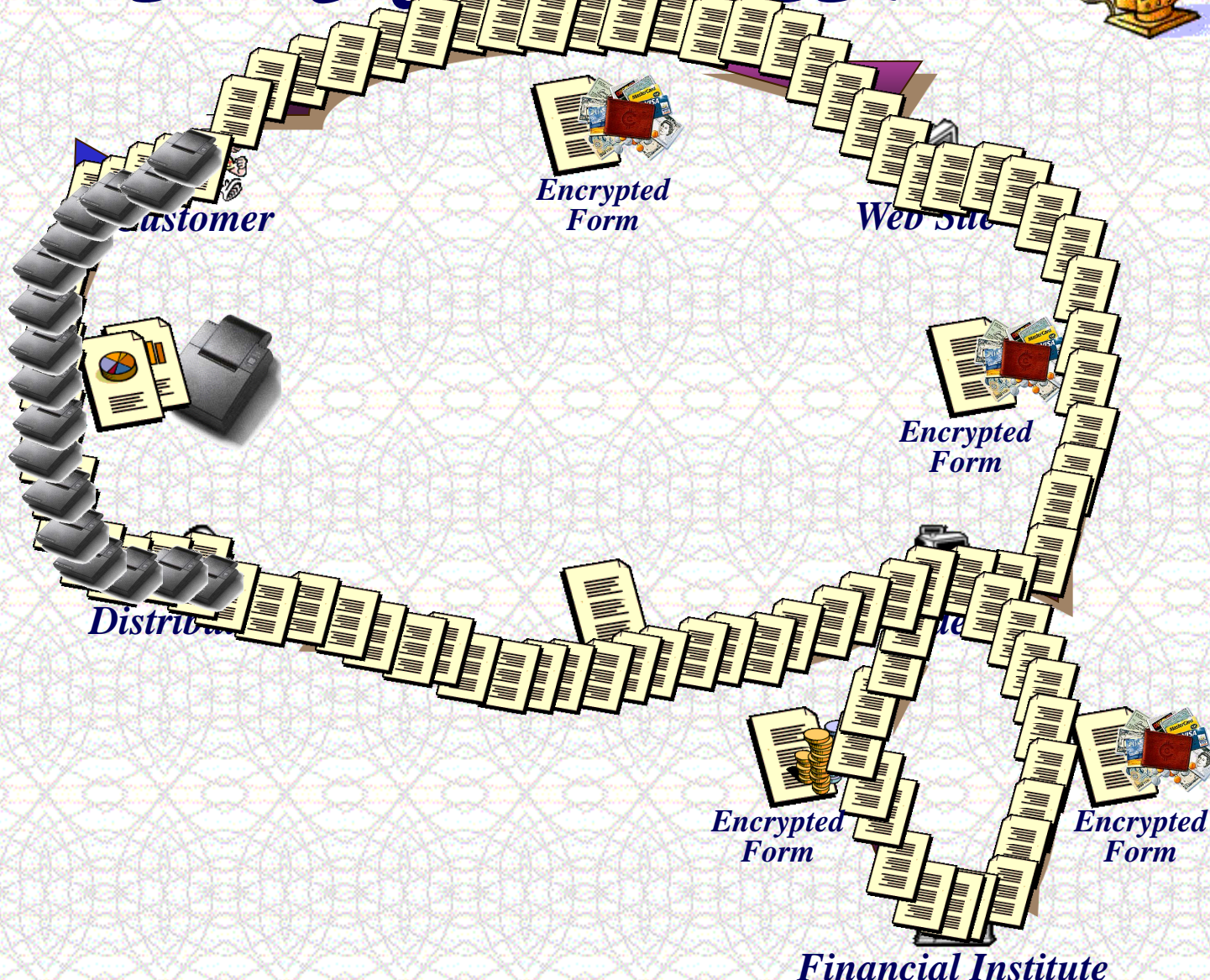


Secure E-Commerce With SSL.



- Introduction
- The Internet
- Tourism Overview
- Methodology
- Site Promotion
- Internal Search
- Reservation**
- Additional Services
- Rate Comparison
- Demonstration

 **contact us**

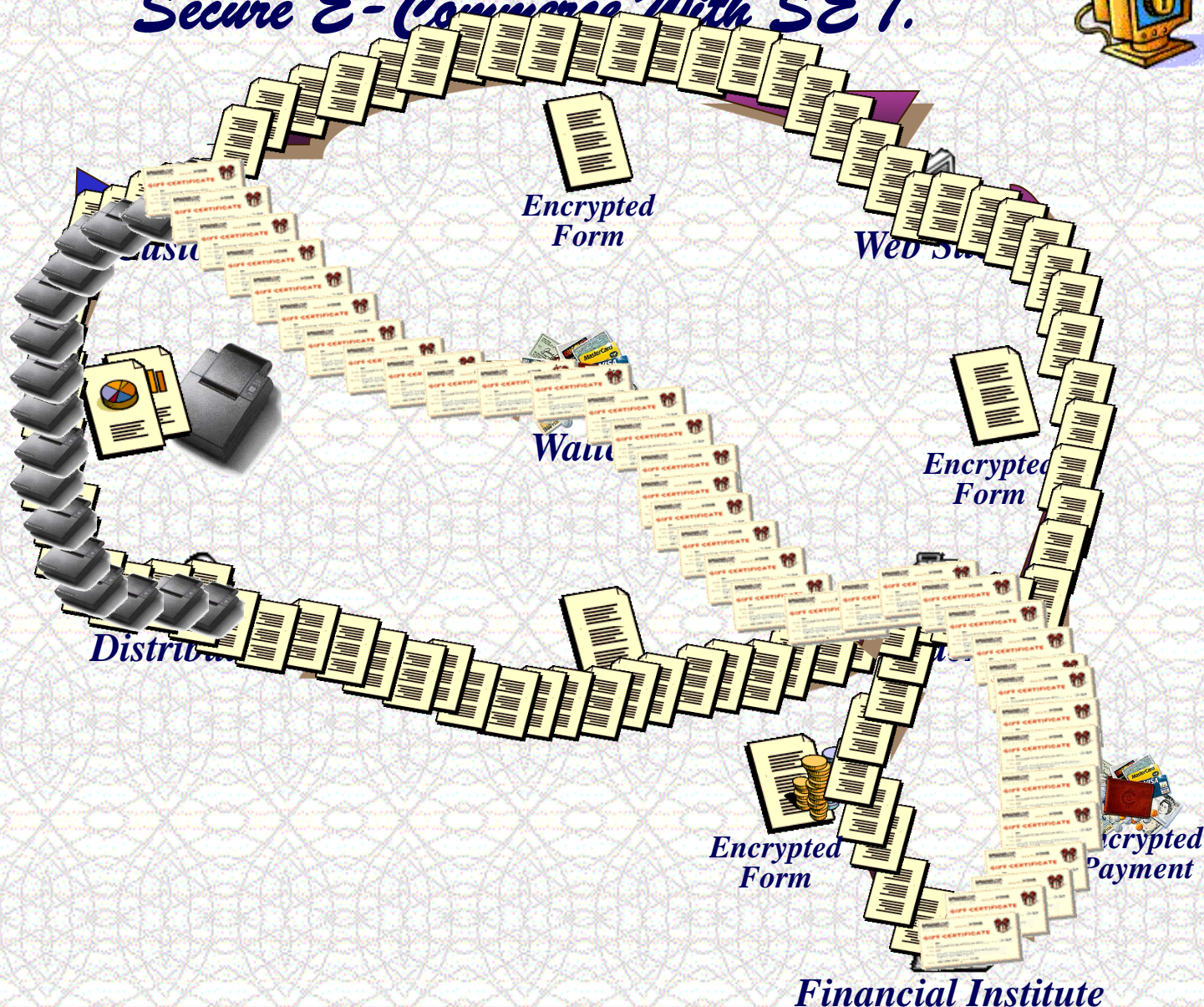


Secure E-Commerce With SET.



- Introduction
- The Internet
- Tourism Overview
- Methodology
- Site Promotion
- Internal Search
- Reservation
- Additional Services
- Rate Comparison
- Demonstration

 **contact us**



From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

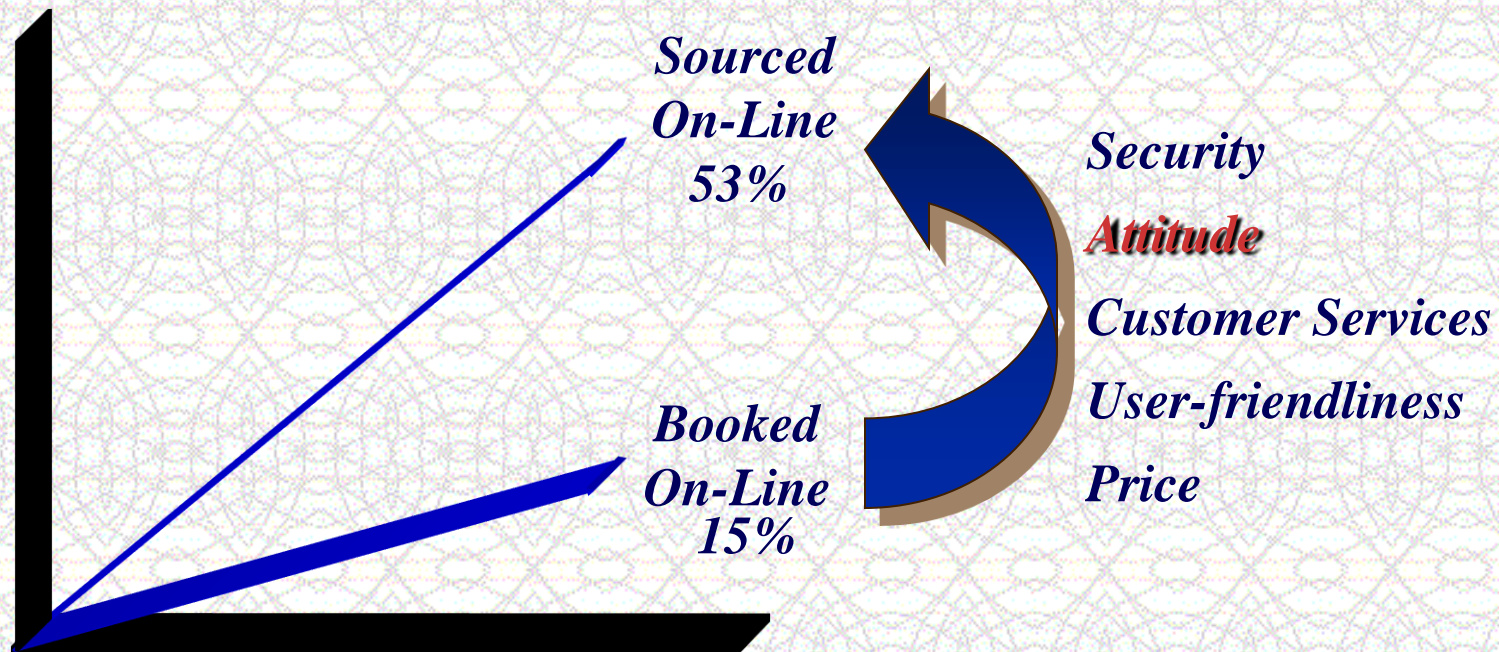
Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**



Attitude Changes Over Time!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

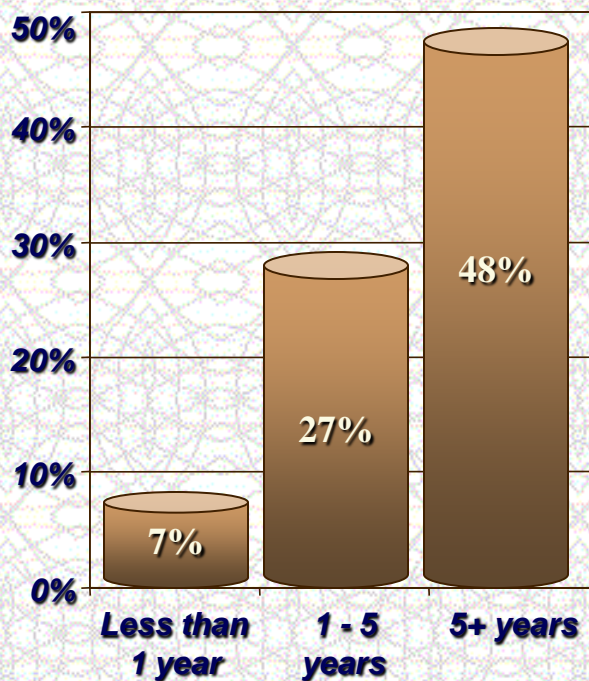
Additional Services

Rate Comparison

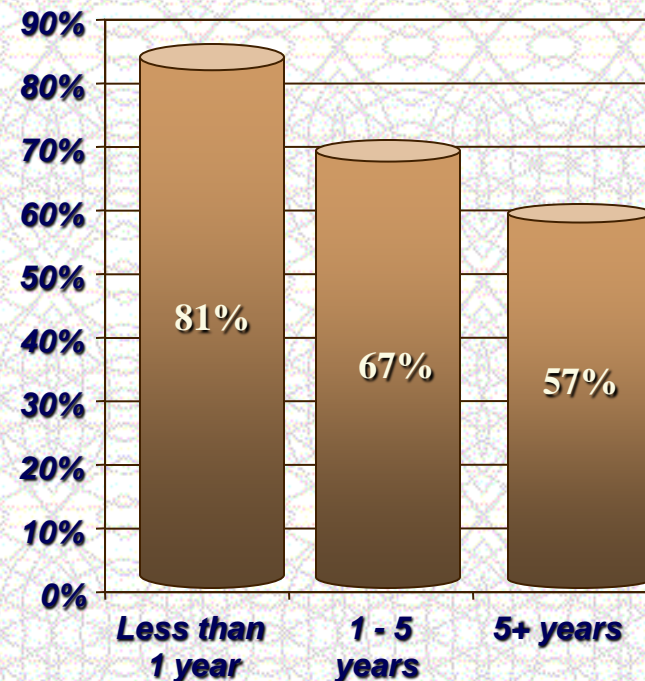
Demonstration

 **contact us**

Percentage of users
buying on line with
credit cards



Percentage of users
concerned over security
of on-line transactions



Attitude Changes Through Education

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#) [contact us](#)

TRUSTe: for WEB USERS - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Back



Forward



Stop



Refresh



Home



Search



Favorites



History




Mail



Print



Folders

Address  C:\WINDOWS\Desktop\truste\index.htm

Go

Building a Web you can believe in.™

TRUSTe

for WEB USERS





[How the TRUSTe
Program Protects Your
Privacy](#)[File A Complaint
\(Watchdog\)](#)[FAQs](#)[Protecting Your Privacy
Online](#)[Contact Us](#)[Look Up A Company](#)

We're Building a Web You Can Believe In!

As a consumer on the Internet, you have a right to know how your personal information is used. TRUSTe has three main missions:

- Educate you about your options while you are enjoying all that the Internet has to offer. This Web site has been designed to offer you the resources, tools, and assistance you need to protect your online privacy.
- Encourage businesses to post privacy statements and participate in our third-party oversight "seal" program.
- Serve as a liaison between consumers and our licensees when needed.

This area of our Web site has been designed specifically for you, the consumer. We want to be your number one resource for online privacy issues. From the TRUSTe Watchdog to our Privacy Links and Resources, we have the answers you need. Check out these

 Done My Computer Done My Computer

reviewed by

TRUST
site privacy statement

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

contact us

Secure Computing
SAFENETSecure Computing
SECURE NETWORK

Attitude Changes Through Encouragement

Amazon.com Order Form - page 1

File Edit View Go Favorites Help



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Channels



Fullscreen



Mail



Print



Edit

Address https://www.amazon.com/exec/obidos/order2/002-4618282-2626064

amazon.com

Completing Your Order is Easy

We encourage you to enter your credit card number online ([why this is safe](#)).

However, you also have the option of phoning us with the number after completing the order form. If you have any problems or questions, see the bottom of the page for details on our toll-free (800) customer support number.



1. Welcome.

Please enter your e-mail address:

Please **check** your e-mail address for accuracy, one small typo and we won't be able to communicate with you about your order.

☐ I am a first-time customer. (You will be asked to create a password later on.)

☐ I am a returning customer, and my password is

[Have you forgotten your password?](#)

Done



Internet zone

Done

My Computer

From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

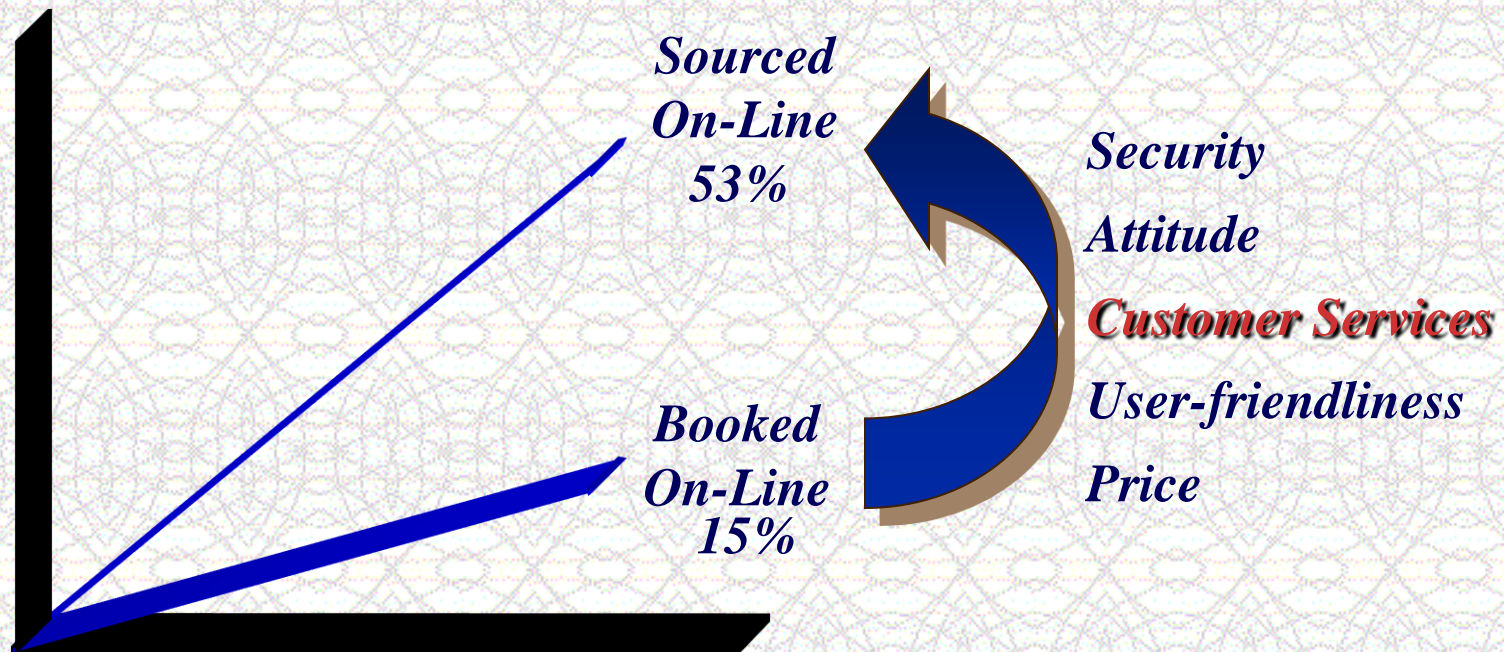
Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**



Customer Needs / Services.

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

 **contact us**

We Would like to know your thoughts on the Paper / Presentation etc.

Add Your Comments

Submit Comments

Clear Comments

Customer Needs | Services.

Hit Counters.

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

 [contact us](#)

578093
681104
792215

30594

249751

From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

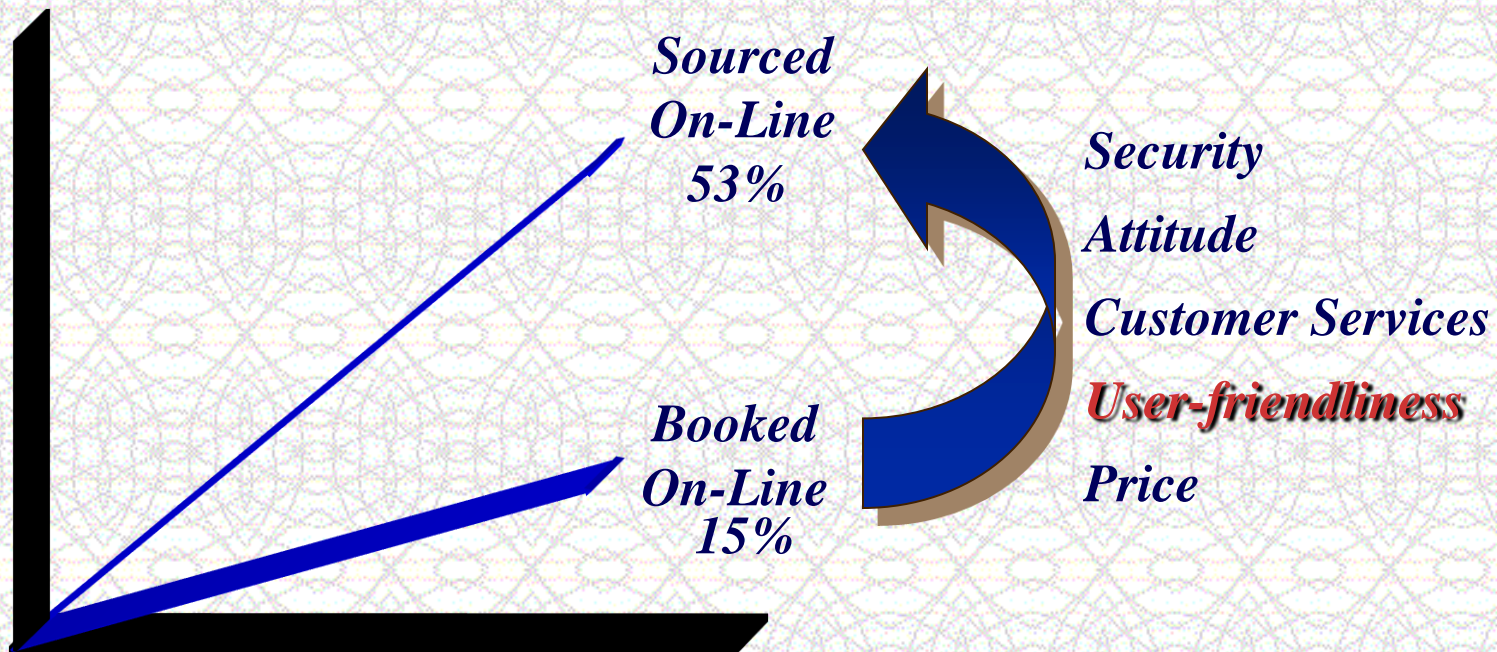
Reservation

Additional Services

Rate Comparison

Demonstration

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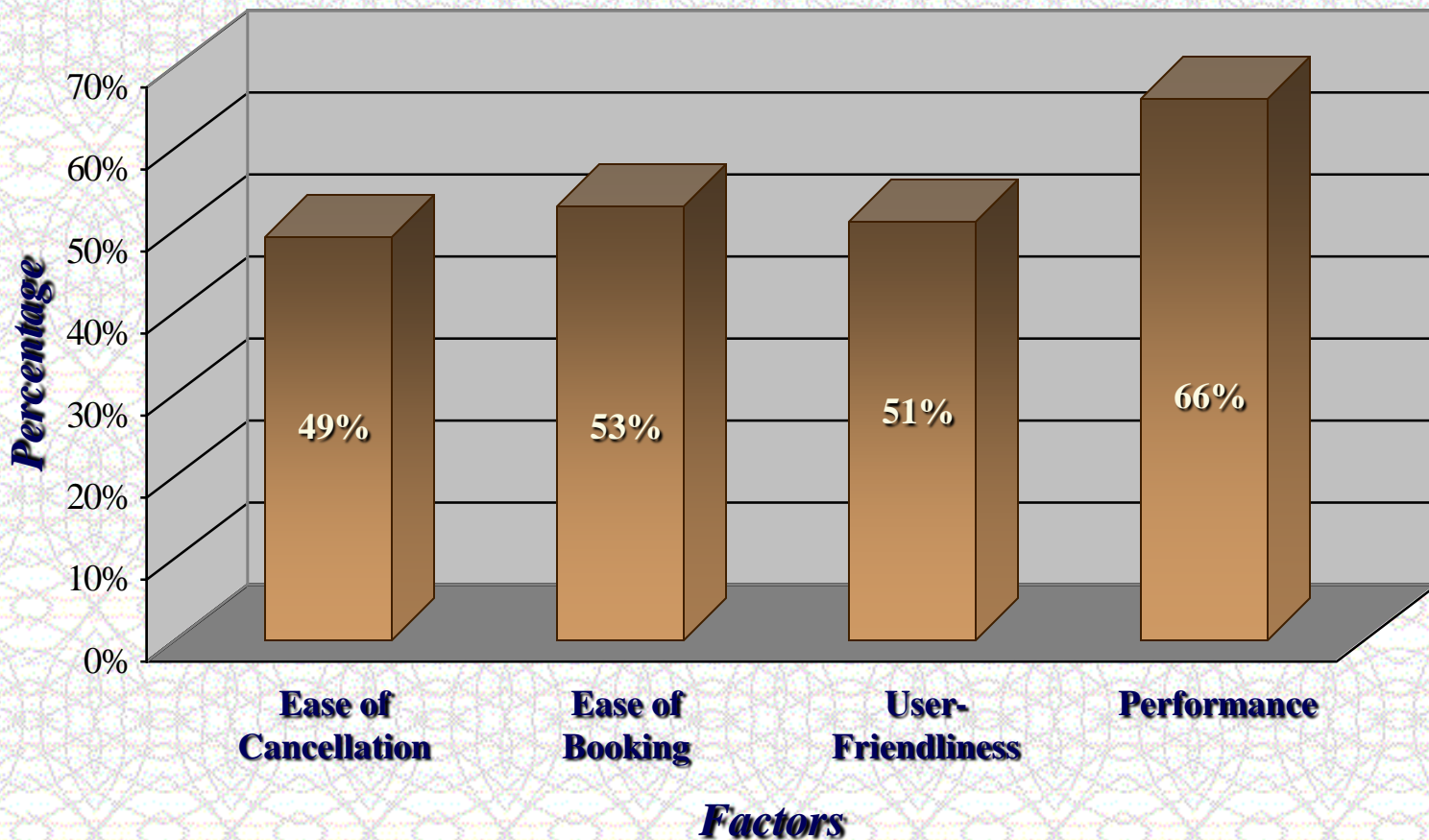




User-Friendliness

- Introduction
- The Internet
- Tourism Overview
- Methodology
- Site Promotion
- Internal Search
- Reservation
- Additional Services**
- Rate Comparison
- Demonstration

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From Surf to Sale!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

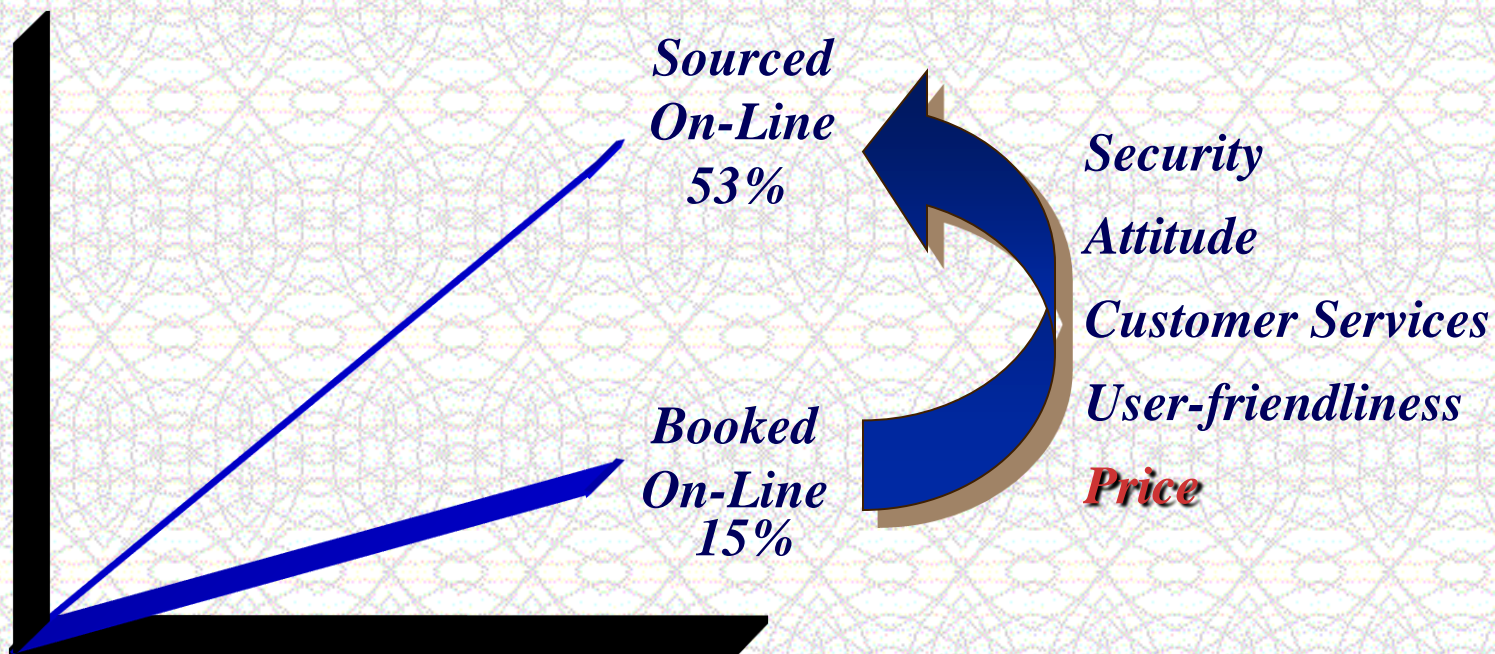
Reservation

Additional Services

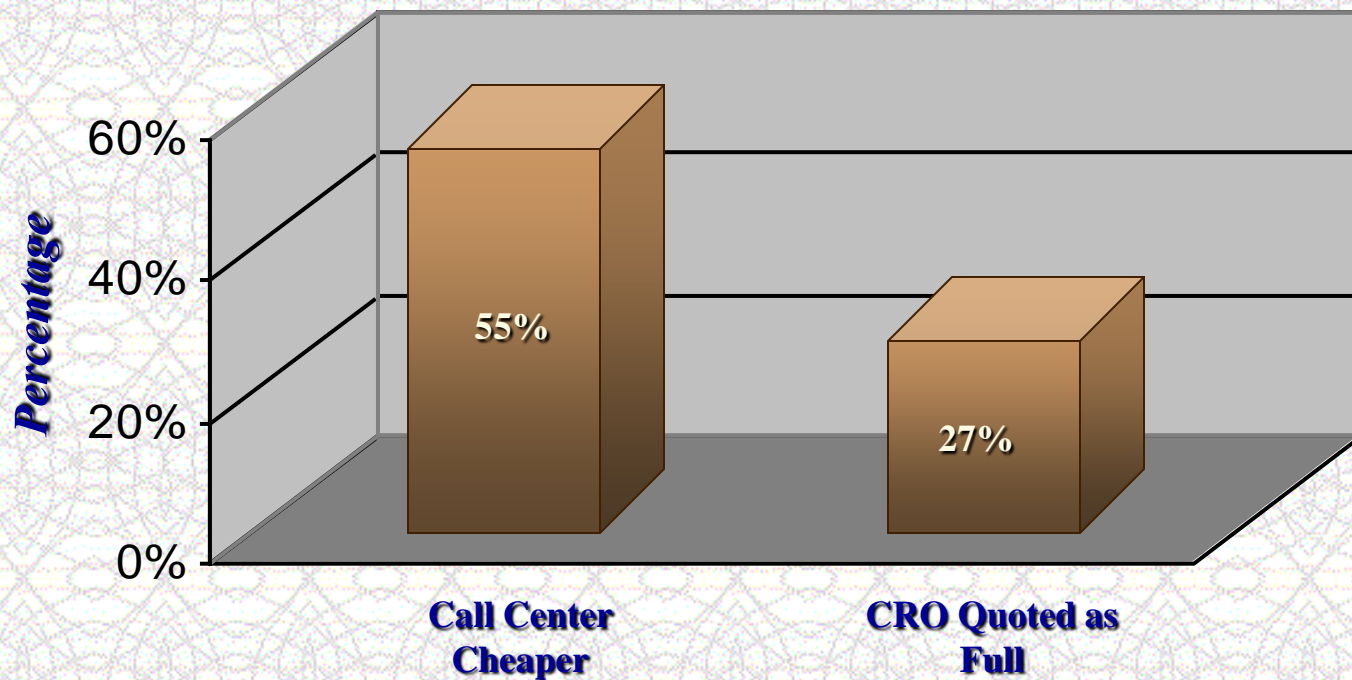
Rate Comparison

Demonstration

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Price / Rate Comparison



Rate Comparison

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Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration

 [contact us](#)

Conclusions.

-  *There is huge potential for E-Commerce.*
-  *Seamless Reservation is required*
-  *E-Commerce is Secure.*
-  *How to Improve E-Commerce.*
 -  *Is Security an Issue.*
 -  *Improve User Attitude towards E-Commerce.*
 -  *Improve Customer Services.*
 -  *Improve User-friendliness.*
 -  *Integrate More Fully - Iron out Teething Problem*

Failing to Make the Connection!

[Introduction](#)[The Internet](#)[Tourism Overview](#)[Methodology](#)[Site Promotion](#)[Internal Search](#)[Reservation](#)[Additional Services](#)[Rate Comparison](#)[Demonstration](#)[contact us](#)

Welcome to our HITA Resource Page. This Page was designed as a reference point to all delegates taking part in the HITA Conference who might wish to delve a little deeper in to the area of E-Commerce in the Hospitality / Tourism Industry. But of course all are welcome



So Lets Dig a Bit Deeper!

Failing to Make the Connection!

Introduction

The Internet

Tourism Overview

Methodology

Site Promotion

Internal Search

Reservation

Additional Services

Rate Comparison

Demonstration



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23rd May 1999